

Bringing the Hair Salon to the Home

By Natasha Spencer-Jolliffe

In the crowded market that is hair care, consumers continue to seek out salon standards they can easily integrate into their at-home routine. For brands, this means turning to science for formulations while simplifying processes to achieve functionality. Here, we look at two companies attempting to meet the demands of the modern hair care consumer, starting with a launch from an established name.

Hoping to ease life for consumers tackling obstinate hair care problems, K-Gloss unveiled its latest collection aimed at battling frizzy follicles while protecting against heat and environmental stress. The lightweight and versatile treatments can be used daily, weekly, monthly or as a spot treatment for stubborn strands. K-Gloss works with a team of chemists to deliver anti-frizz treatments that use a patented formulation, designed to recondition dull, dry, damaged, over-processed hair.

The demand for salon treatments for home use led to the conception and development of K-Gloss' latest range. "No one likes a bad hair day and frizzy hair can definitely be a major contributing cause," says Jeffrey Chee and Daisy Lee, Founders of K-Gloss. "While you cannot control the moisture imbalance caused by the weather, you can take charge and remove the frizz." K-Gloss purposefully designed its latest treatment collection to work for everyone and for all types of hair, from fine or coarse to natural or colored hair. "Your hair will be smoother, shinier, softer and begin healing [from] damage caused by the environment."



The brand was clear on what it saw was missing from the mainstream hair care market that it sought to fill with its defrizzing collection: "A simple approach to smooth, sleek, and shiny hair." The K-Gloss system is made up of four products: two formulas intended for use in hair care salons by professionals, and two products for at-home use. "It is the chance to bring something fresh and new to your customers that will enrich their lives," say the founders. "Many other hair products in the market may result in similar results but only achieved through the use of harsh chemicals that strip away natural hair elements."

K-Gloss notes that 85% of consumers say it is important to be well-groomed, and 42% adhere to a set hair care regimen. "Despite this, salon-quality products that cater to this market have been noticeably absent from retail shelves," detail Chee and Lee. "Our collective hair care products aim to create a market that tailors to everyone's unique hair care needs without needing to go to a salon."

Bringing K-gloss' latest collection to life took many months of research from the design, execution and the implementation stage. The collection has been created from the minds of hair care enthusiasts and professionals, K-Gloss shares. Its latest product range enveloped decades of experience within the hair industry, which helped K-gloss launch from its hair salon roots. "Now the salon quality can be replicated from the comfort of one's home."



The company heeded consumer calls for organic and cruelty free hair care products, with feedback revealing a need for products that are non-toxic and safe for the environment. As a result, it wanted to create its collection as a cruelty free, paraben free, sulfate free and vegan-friendly range. The brand also notes how consumers want hair care products that they can easily incorporate into their hair regimen on a daily basis, without mess or difficulty.

K-Gloss' latest product range intends to answer these consumer demands by "constantly looking to produce top of the line hair products". The brand also states that it lists all of its product ingredients on its website, and engages with consumers in its ongoing efforts to continue with this level of transparency. "Two out of every five product launches fail before they have even started, and the remaining three won't always turn out the way you expected," details the brand's spokesperson. "Yet product launches are also incredibly exciting," Chee and Lee add.

K-Gloss sums up its hopes for its defrizzing product collection and its plans for 2022 in one word: "accessibility." The brand hopes its products will continue to reach new audiences, domestically and internationally. "We want our products to not only be accessible in the sense of getting into the consumers' home, but we want our hair care treatments to help everyone with all kinds of hair types and textures."



Indie Beauty Conversation with Mounia Haircare

Clean hair brand Mounia Haircare is offering up a trio of premium products that combine authentic Moroccan-grown ingredients with patented technology to strengthen hair and strive to make it smooth, shiny and clinically healthier. Xander Rothaus, Co-Founder of Mounia Haircare, has been speaking about the "B" (Berber) beauty brand and its plans for the year ahead.

Source: Mounia Haircare



Xander Rothaus, Co-Founder of Mounia Haircare

Can you tell me about your inspiration behind Mounia Haircare? When did you launch?

Mounia was launched in 2018 by two hair care-obsessed brothers. Hair care science started as a hobby shared between the brothers, but over time they used their engineering skills to scientifically explore the best ingredients for hair.

They built a data-driven master list of hair care heroes, separated from marketing jargon. Then they partnered with scientists from Harvard and Massachusetts Institute of Technology (MIT) to efficiently combine the ingredients in cosmetic formulations. From there, the Mounia System was born.

Source: Mounia Haircare



Andrew Rothaus, Co-Founder of Mounia Haircare

What is missing from the mainstream hair care market that you seek to fill?

The mainstream hair market is confusing, to say the least. There are hundreds of companies offering thousands of products with millions of ingredients. Unless someone can research products as a full-time job, there's almost no way to understand what works and what's just marketing jargon. Mounia seeks to be the trusted source of scientifically verified hair care routines. We seek to simplify the process of finding the best hair care routine for all hair types by using unbiased data and algorithms to identify ingredients and techniques that actually work.

What are consumers demanding from hair care products and brands?

The modern consumer is savvier than ever. She demands that hair products be clean, effective, and use natural ingredients wherever possible. It's not always easy to find products, especially affordable products, that fit this mold because nearly all of the big companies use dinosaur formulation techniques.

The big players have so many existing customers and can't afford to drastically alter the strategies that made them so much money over

the past several decades. This is why we're seeing so much market share being nabbed by the small, nimble brands, and the big guys are so eager to scoop them up.

How do you hope Mounia Haircare will answer these consumer demands?

We're always making our formulas better, based on customer feedback and new data. For example, in our latest batch we switched to a state-of-the-art natural preservative system that wasn't even discovered when we first started Mounia.

Many customers also asked for a richer lather, so our algorithms scoured the internet for the highest-performing sulphate-free lathering ingredients on the market, and we found it! Mounia responds directly to customer demands and will continue to evolve so that the formulations are state-of-the-art both now and in the future.

What did the launch process involve from conceptualization through to commercialization?

It's been a very long process. As previously mentioned, hair care science started out as a hobby and it quickly blossomed into an obsession. It was basically already a full-time job, so we knew we had to commercialize our progress.

After pinpointing our basic formulations, we partnered with a fantastic contract manufacturer who helped us scale the manufacturing process and identify raw material suppliers. Once we had finished the product, we had to find a marketing team, figure out how to run photo shoots, integrate our website with Shopify, etc. All-in, the process took almost two years from conceptualization to the first sale. But it's safe to say that the juice was worth the squeeze.

What are the greatest challenges to achieving your vision for Mounia Haircare?

Today's greatest challenge by far has been COVID-induced supply chain constraints. We had such a successful initial launch (growing at more than 50% month-over-month) that we ran out of product roughly three months ahead of schedule. We saw this coming, however, and ordered a replacement product six months ahead of time.

Unfortunately, replacements took 10 months to arrive. We couldn't get bottles, caps or pumps because industrial output was depleted and

a large proportion of the existing materials were routed to hand sanitizer manufacturing. We had to shut down for four months and "relaunch". It was a very tough time for us.

What are the biggest opportunities that you foresee for Mounia Haircare?

We would like to expand beyond the shower. A solid hair care routine extends into the kitchen and the bedroom, based upon what you eat and how you sleep. Keep an eye out for formulations, supplements and accessories that will focus on keeping your hair and scalp healthy 24/7.

What are your short and long-term hopes and goals for Mounia Haircare?

Short-term, we want to be in as many showers as possible. Long-term, we want to make Mounia synonymous with "hair care science", so when people see our products, they immediately know that it's scientifically proven to be the best choice for their hair.

